

REQUEST FOR APPLICATIONS

**RFA #G1696 DPH-CB  
Public Health Information Campaign Grant:**

Issued on:

February 14, 2013

Issued by:

STATE OF WISCONSIN  
DEPARTMENT OF HEALTH SERVICES  
DIVISION OF PUBLIC HEALTH  
MINORITY HEALTH PROGRAM

**All applications must be received *via email*  
no later than 12:00 PM Central Time  
on Monday, March 4, 2013**

**Email Applications as a WORD or PDF document attachment to:  
[DHSWIMinorityHealthProgram@wisconsin.gov](mailto:DHSWIMinorityHealthProgram@wisconsin.gov)**

**For questions, contact:**

Ruth DeWeese  
608-261-9302

**Late, hard copy or faxed proposals will not be considered.  
The State of Wisconsin reserves the right to reject any and all applications**

## ***About The Minority Health Program***

**The Minority Health Program (MHP) is committed to improving the health and well-being of racial and ethnic communities in Wisconsin and to eliminating health disparities.** Created in 1999, the MHP supports Wisconsin Statute §250.20 that requires, in part, the Department of Health Services to:

1. Identify barriers to health care that prevent economically disadvantaged Wisconsin minorities from participating fully and equally in all aspects of life;
2. Monitor current and emerging state policies, procedures, practices, statutes and rules to determine how they positively or negatively affect the health of economically disadvantaged minority community members; and
3. Disseminate information on the health status of economically disadvantaged minority group members living in Wisconsin.

**The Wisconsin statutes define four racial and ethnic minority groups that must be targeted through the activities of the Minority Health Program:**

- **American Indians (1% of the state population in 2010)**
- **Asians (2.3%)**
- **Black/African Americans (6.3%)**
- **Hispanic/Latino (5.9%)**

Together, these groups made up over 15% of Wisconsin's population in 2010. Wisconsin's racial and ethnic minority groups are located throughout the state but many groups are concentrated in just a few counties. For example:

- 69% of Black/African Americans live in Milwaukee County;
- More than half of Hispanics/Latinos reside in three counties (Milwaukee, Racine and Kenosha);
- More than one-third of Asians live in the southeastern region with some clusters in the southern and northeastern regions of the state; and
- Over 60% of American Indians reside in 10 of the 72 Wisconsin counties (Milwaukee, Brown, Menominee, Shawano, Sawyer, Outagamie, Vilas, Dane, Ashland and Bayfield).

For information about the Minority Health Program, please visit our webpage  
<http://www.dhs.wisconsin.gov/health/minorityhealth/>

# Public Health Information Campaign (PHIC)

## CONTEXT

The Wisconsin Minority Health Program under authority of the Wisconsin Department of Health Services will award a grant of up to \$33,600 to a private, nonprofit corporation for the purpose of conducting a Public Health Information Campaign on minority health. Wisconsin Statute §250.20(4) identifies the appropriation and specifies the award.

## PURPOSE

The Public Health Information Campaign will address the [Healthiest Wisconsin 2020](#) crosscutting goal of eliminating health disparities and achieving health equity (see *Definition*, below). The Campaign will use the following methods to address this goal:

- Identify and disseminate information on barriers to health care that prevent economically disadvantaged Wisconsin minorities from participating fully and equally in all aspects of life;
- Monitor current state policies to determine how they positively or negatively affect the health of economically disadvantaged minority community members; and
- Disseminate information on the health status of economically disadvantaged minority group members living in Wisconsin.

## DEFINITION OF HEALTH EQUITY

The state health plan, [Healthiest Wisconsin 2020, Everyone Living Better, Longer](#) (HW2020), defines health equity as:

“[F]airness in the distribution of resources and the freedom to achieve healthy outcomes between groups with differing levels of social disadvantage.” Also, “a fair opportunity to attain...full health potential and, more pragmatically, that no one should be disadvantaged from achieving this potential, if it can be avoided” (Association of State and Territorial Health Officials, Health Equity Policy Statement, 2009).

The grant award will require completion of the following **three components** of the Wisconsin Public Health Information Campaign.

## THREE COMPONENTS

1. A statewide **summit**, developed in cooperation with the Minority Health Program, with implementation including minority group member participation and interaction focused on the following subcomponents:
  - a. progress made or modifications required in meeting the [Healthiest Wisconsin 2020](#) objectives related to eliminating health disparities and achieving health equity;
  - b. strategies used to address the [Healthiest Wisconsin 2020](#) objectives and strategies needed to accelerate progress.

*Note: An evaluation of the summit is required, with measures to document and assess community participation and community interaction targeted to racial and ethnic minority community partners.*

2. A **revision** of the *Healthiest Wisconsin 2020* focus area profile entitled, “Health Disparities;”
3. An educational campaign on minority health.
  - a. **Required elements include:**
    - information dissemination jointly determined by the Minority Health Program and the grantee;
    - dissemination of meaningful data and/or strategies related to minority health;
    - An evaluation of the educational campaign is required with measures to document the demographic breadth of the information dissemination.
  - b. **Optional elements may include:**

- information dissemination in consideration of Minority Health Month (April);
- incorporation of the framework and seven identified outcomes of *Healthiest Wisconsin 2020*;
- incorporation of the annual theme from the federal Office of Minority Health;
- creation of durable linkages between the Wisconsin Minority Health Leadership Council; the Wisconsin Minority Health Program, and USDHHS Region V Health Equity Council.

The Wisconsin Minority Health Program encourages applicants to be creative in developing proposals that best meet the needs of the aforementioned racial and ethnic minority communities.

The grant monies **must** be spent by **June 30, 2013**. No exceptions.

**There is an expectation that grantees will measure attendance and assess outcomes by race, ethnicity, gender and age.** The Minority Health Program has developed a tool for that purpose; please reference in your proposal the parameters outlined in Attachment D.

### How to apply?

To apply to this Request For Applications you must logon to the website of the Wisconsin Department of Health Services at <http://dhs.wisconsin.gov/rfp/index.htm> Click on “Minority Community Grants” and fill out the electronic application. You can also download the application into your computer to complete.

## Who can apply?

### Eligible Applicants

Only private nonprofit corporations can apply.

### Eligible Projects

Only proposals that include all the following elements will be considered for funding. Your proposal must:

1. Incorporate the three components outlined above.
2. Clearly indicate how your project will benefit the four economically disadvantaged minority groups in Wisconsin. The four key community groups are: **Black/African American, American Indian, Hispanic/Latino, and Asian.**
3. Provide a method to measure attendance and assess outcomes by race, ethnicity, gender and age using the parameters outlined in Attachment D.

### Other Considerations

1. The reporting tool to measure attendance and assess outcomes will be provided to you in template format.
2. Applicants **must** submit all 5 application pages in one email.
3. Applicants **may** submit all 5 application pages as one PDF document; or four (4) separate documents within the single email.
4. The grant awarded for the event(s)/project(s) must be spent by **June 30, 2013 without exception.**

### Funding Amount and Period

Grants will be disbursed from the Minority Health Public Health Information Campaign fund. This year's grant award is \$33,600.

## Application Deadline

Minority Health Community Grant applications are due on:

**Day, March 4, 2013 by 5:00 pm**

to

**[DHSWIMinorityHealthProgram@wisconsin.gov](mailto:DHSWIMinorityHealthProgram@wisconsin.gov)**

## Application Guidelines

The grant application must include:

1. **Cover Page:** do not go over one (1) page; (use Attachment A)
2. **[Healthiest Wisconsin 2020](#)** Focus Area Checklist; (use Attachment B)
3. **Proposal Narrative** addressing the three critical elements stated above. It must be typed, using Arial 12-point font, single-spaced on 8½ by 11 inch layout with at least one-inch margins, no more than two (2) pages;
4. **Budget Form** (use Attachment C).

The total packet:

- **Should not exceed FIVE (5) pages:**
  - ONE Cover Page;
  - ONE *Healthiest Wisconsin 2020* Checklist page;
  - TWO Proposal Narrative pages; and
  - ONE Budget Form.
- Must include the name of the applicant organization in the upper right corner/header of each page.
- **Must be submitted via e-mail as a WORD or PDF document attachment. Indicate “Public Health Information Campaign Application” in the email’s subject line.**

## Public Health Information Campaign Grant Application Format

Awards will be granted competitively based on the application format provided in this RFA. An objective review committee including a member of the Minority Health Program will score and rank the applications based on the following:

1. **Cover Page - ONE PAGE ONLY (Attachment A).** Please include:
  - Organizational information (name of organization, name of event(s)/project(s) director) and include a statement about your organization’s history, mission, and qualifications as related to the project.
  - Clearly and briefly outline how you will address the three components.
  - If your project addresses any optional elements, identify the group(s) or subgroup(s) of racial and ethnic minority communities for which the project is designed, and how these communities will be engaged during the project.
2. ***Healthiest Wisconsin 2020* Checklist - ONE PAGE ONLY (Attachment B).** Please refer to **[Healthiest Wisconsin 2020](#)**, Wisconsin’s State Health Plan for a description of the Focus Areas. Check all that apply to your proposal. (Attachment B.)
3. **Proposal Narrative TWO PAGES MAXIMUM.**

### Project Goals and Objectives

- List your overall objectives. How will you accomplish the three required components of the application?

### **Project Activities**

- Describe the activities you will perform and your organization's capacity to implement your proposal.

### **Evaluation**

- Describe how you will evaluate each of the three critical elements of the project.
- Describe how your event contributes to the objectives of [Healthiest Wisconsin 2020](#)

## **4. Budget**

- Complete the attached **budget form (Attachment C)**. The budget form serves as a summary of anticipated expenditures. The budget should be based on the best available estimates of resources needed to perform the services described in the proposal. All figures should be rounded to the nearest dollar. Calculate the total for each category and the *Grand Total-All Costs Categories*. Double-check all figures and calculations.

Descriptions of the budget categories are as follows:

### **Category I—EVENT(S) / PROJECT(S) SUPPLIES**

Examples of costs in this category include education/outreach supplies, any giveaways, food, and rental costs. Estimate the cost for each type of expenditure and itemize it in the space provided.

### **Category II—CONSULTANT AND CONTRACTUAL**

The organization may choose to contract out some components of the project, such as inviting a nationally known speaker to a public event. However, the Department reserves the right to approve all subcontracts as a condition of the award. All expenditures to be made to consultants and/or subcontractors must be fully explained in a budget narrative before the award becomes final.

## **Review Process**

Applications will be reviewed by an objective team including a representative of the Minority Health Program.

The Division of Public Health will make the final decision to award each grant. The Division reserves the right to reject any or all proposals and to negotiate the award amount, the evaluation process, authorized budget items, and specific programmatic goals with the selected applicants prior to entering into a grant agreement. Anyone receiving a contract must comply with [Department of Health Services Affirmative Action and Civil Rights Compliance Requirements document AD-36.4](#)